



Discover *the* Facts

THIRD QUARTER
2001 VOLUME IX

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	1999	2000	PERCENT CHANGE
October	4,336,349	4,291,006	(1.0%)
November	3,881,477	3,895,963	0.4%
December	3,441,064	3,704,246	7.6%

MONTH	2000	2001	PERCENT CHANGE
January	3,822,166	3,819,179	(0.1%)
February	4,011,197	3,798,514	(5.3%)
March	4,359,054	4,552,183	4.4%
April	4,205,045	4,253,179	1.1%
May	4,211,668	4,223,534	0.3%
June	4,209,627	4,275,762	1.6%
July	4,354,426	4,258,696	(2.2%)
August	4,354,880	4,450,423	2.2%
September	4,132,244	3,627,715	(12.2%)
TOTAL	49,319,197	49,150,398	(0.3%)

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	9,184,148	8,798,006	(4.2%)
Laughlin	1,170,011	1,122,249	(4.1%)
Mesquite	382,866	424,097	10.8%
Washoe County	1,493,022	1,405,014	(5.9%)
All other counties	611,502	587,468	(3.9%)
TOTAL (State)	12,841,549	12,336,834	(3.9%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	1999	2000	PERCENT CHANGE
October	345,620	354,852	2.7%
November	567,373	565,962	(0.2%)
December	164,331	144,720	(11.9%)

MONTH	2000	2001	PERCENT CHANGE
January	482,024	496,493	3.0%
February	417,827	515,653	23.4%
March	414,809	547,952	32.1%
April	332,256	384,703	15.8%
May	376,565	335,376	(10.9%)
June	382,710	425,067	11.1%
July	186,229	234,464	25.9%
August	393,019	441,040	12.2%
September	298,177	208,925	(29.9%)
TOTAL	4,360,940	4,655,207	6.7%

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	772,265	774,933	0.3%
Laughlin	23,096	26,093	13.0%
Washoe County	41,849	46,555	11.2%
All other counties	40,215	36,848	(8.4%)
TOTAL (State)	877,425	884,429	0.8%

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	1999	2000	NET CHANGE
October	87.7%	86.1%	(1.6)
November	80.6%	79.8%	(0.8)
December	68.8%	72.8%	4.0

MONTH	2000	2001	NET CHANGE
January	76.1%	74.4%	(1.7)
February	85.6%	82.1%	(3.5)
March	87.7%	88.9%	1.2
April	88.0%	86.5%	(1.5)
May	85.4%	83.6%	(1.8)
June	88.3%	87.3%	(1.0)
July	88.0%	84.1%	(3.9)
August	88.3%	87.7%	(0.6)
September	85.2%	73.1%	(12.1)
MONTHLY AVG	84.1%	82.2%	(1.9)

Third Quarter 2001 Area Highlights

AREA	2000	2001	NET CHANGE
Clark County:			
Las Vegas	90.4%	84.3%	(6.1)
Laughlin	90.8%	87.1%	(3.7)
Mesquite	77.3%	83.2%	5.9
Lake Tahoe*	87.4%	83.3%	(4.1)
Washoe County	77.3%	73.5%	(3.8)
All other counties	70.0%	62.6%	(7.4)
QUARTER AVG (State)	86.2%	80.9%	(5.3)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	1999	2000	PERCENT CHANGE
October	4,580,608	4,584,629	0.1%
November	4,066,144	4,117,404	1.3%
December	3,590,677	3,896,303	8.5%

MONTH	2000	2001	PERCENT CHANGE
January	3,993,899	3,977,300	(0.4%)
February	4,211,325	3,965,962	(5.8%)
March	4,615,393	4,763,419	3.2%
April	4,474,573	4,481,840	0.2%
May	4,485,185	4,473,635	(0.3%)
June	4,515,097	4,542,084	0.6%
July	4,636,022	4,530,163	(2.3%)
August	4,677,970	4,714,445	0.8%
September	4,393,510	3,806,493	(13.4%)
TOTAL	52,240,403	51,853,676	(0.7%)

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	10,182,783	9,725,107	(4.5%)
Laughlin	907,150	867,151	(4.4%)
Mesquite	205,859	222,031	7.9%
Lake Tahoe*	192,924	182,763	(5.3%)
Washoe County	1,492,323	1,381,316	(7.4%)
All other counties	726,463	672,733	(7.4%)
TOTAL (State)	13,707,502	13,051,101	(4.8%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	1999	2000	PERCENT CHANGE
October	168,390	171,756	2.0%
November	168,201	172,001	2.3%
December	168,439	172,720	2.5%

MONTH	2000	2001	PERCENT CHANGE
January	169,363	172,439	1.8%
February	169,591	172,605	1.8%
March	169,765	172,880	1.8%
April	169,440	172,651	1.9%
May	169,413	172,578	1.9%
June	170,422	173,412	1.8%
July	169,973	173,711	2.2%
August	170,932	173,414	1.5%
September	171,818	173,556	1.0%
END OF PERIOD	171,818	173,556	1.0%

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:			
Las Vegas	123,245	125,126	1.5%
Laughlin	10,854	10,821	(0.3%)
Mesquite	2,896	2,901	0.2%
Lake Tahoe*	2,453	2,374	(3.2%)
Washoe County	21,097	20,660	(2.1%)
All other counties	11,273	11,674	3.6%
END OF PERIOD (State)	171,818	173,556	1.0%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2001.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	1999	2000	PERCENT CHANGE
October	\$883,841	\$987,999	11.8%
November	926,583	1,030,511	11.2%
December	1,031,196	1,125,163	9.1%

MONTH	2000	2001	PERCENT CHANGE
January	942,148	1,003,375	6.5%
February	699,334	785,436	12.3%
March	862,144	857,704	(0.5%)
April	947,484	1,059,075	11.8%
May	1,050,511	1,259,208	19.9%
June	1,097,868	1,132,728	3.2%
July	1,016,951	1,081,114	6.3%
August	958,443	1,010,325	5.4%
September	924,846	933,551	0.9%
TOTAL	\$11,341,350	\$12,266,190	8.2%

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County	\$2,447,882	\$2,566,359	4.8%
Washoe County	298,019	302,884	1.6%
Douglas County*	62,754	64,042	2.1%
Elko County	38,495	37,444	(2.7%)
Carson City	12,843	13,865	8.0%
All other counties	40,247	40,397	0.4%
TOTAL (State)	\$2,900,240	\$3,024,991	4.3%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	1999	2000	PERCENT CHANGE
October	\$795,497,000	\$811,235,000	2.0%
November	806,270,000	779,584,000	(3.3%)
December	750,620,000	791,835,000	5.5%

MONTH	2000	2001	PERCENT CHANGE
January	866,499,000	899,770,000	3.8%
February	751,613,000	698,856,000	(7.0%)
March	836,401,000	858,038,000	2.6%
April	785,634,000	774,262,000	(1.4%)
May	799,034,000	844,232,000	5.7%
June	747,888,000	776,513,000	3.8%
July	827,663,000	808,295,000	(2.3%)
August	814,542,000	824,583,000	1.2%
September	788,407,000	763,606,000	(3.1%)
TOTAL	\$9,570,068,000	\$9,630,809,000	0.6%

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Clark County:	\$1,878,572,000	\$1,873,435,000	(0.3%)
Strip	1,184,416,000	1,157,509,000	(2.3%)
Downtown	161,486,000	167,004,000	3.4%
Laughlin	131,245,000	127,198,000	(3.1%)
Mesquite	22,795,000	24,140,000	5.9%
County balance	378,630,000	397,584,000	5.0%
Washoe County	317,345,000	297,201,000	(6.3%)
Lake Tahoe*	118,710,000	109,858,000	(7.5%)
Elko County	61,994,000	60,131,000	(3.0%)
Carson Valley Area	25,314,000	25,821,000	2.0%
All other counties	28,677,000	30,038,000	4.7%
TOTAL (State)	\$2,430,612,000	\$2,396,484,000	(1.4%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	1999	2000	PERCENT CHANGE
October	3,691,911	3,846,996	4.2%
November	3,382,260	3,587,804	6.1%
December	3,084,776	3,427,841	11.1%

MONTH	2000	2001	PERCENT CHANGE
January	3,174,392	3,242,277	2.1%
February	3,410,072	3,347,217	(1.8%)
March	3,923,709	4,044,468	3.1%
April	3,659,058	3,692,529	0.9%
May	3,646,997	3,649,262	0.1%
June	3,756,891	3,744,172	(0.3%)
July	3,734,774	3,802,089	1.8%
August	3,788,236	3,965,081	4.7%
September	3,494,502	2,461,020	(29.6%)
TOTAL	42,747,578	42,810,756	0.1%

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,338,263	8,748,608	(6.3%)
Reno/Tahoe Int.	1,423,383	1,246,083	(12.5%)
North Las Vegas	119,613	98,262	(17.9%)
Laughlin/Bullhead Int.	18,009	29,381†	63.1%
Elko Airport	60,000*	45,729	(23.8%)
Henderson Exec. Airport	58,244	60,127	3.2%
TOTAL (State)	11,017,512	10,228,190	(7.2%)

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

*Sunrise Airlines stopped service to Elko Airport in October 2000.

†Laughlin Airlines started flying in March 2001.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	1999	2000	PERCENT CHANGE
October	1,991,086	1,904,686	(4.3%)
November	1,829,793	1,779,661	(2.7%)
December	2,257,367	2,099,770	(7.0%)

MONTH	2000	2001	PERCENT CHANGE
January	2,020,950	1,806,988	(10.6%)
February	2,026,483	1,936,715	(4.4%)
March	2,080,581*	2,400,595	15.4%
April	2,129,668*	2,362,899	11.0%
May	2,218,546*	2,534,150	14.2%
June	2,407,305*	2,725,029	13.2%
July	2,918,929	2,879,417	(1.4%)
August	2,882,937	2,566,947†	(11.0%)
September	2,608,044	2,268,015†	(13.0%)
TOTAL	27,371,689	27,264,872	(0.4%)

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
I-15 at Primm/Jean	1,690,002	1,780,960	5.4%
I-15 at Mesquite	825,258	805,400	(2.4%)
I-80 at Verdi	1,587,629	828,501†	(47.8%)
I-80 at Wells	327,508	300,206	(8.3%)
All other entry points	3,979,513	3,999,312	0.5%
TOTAL (State)	8,409,910	7,714,379	(8.3%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Mesquite, traffic totals for March-June 2000 do not contain any data from this counting site.

†Due to construction on Interstate 80 at Verdi, traffic totals for August-September 2001 do not contain any data from this counting site.

Tourism Employees

The estimated number of tourism employees using a practical percentage from tourism-related industries.

MONTH	1999	2000	PERCENT CHANGE
October	231,736	235,725	1.7%
November	231,223	234,740	1.5%
December	230,910	234,142	1.4%

MONTH	2000	2001	PERCENT CHANGE
January	227,983	231,835	1.7%
February	228,555	232,263	1.6%
March	229,937	233,475	1.5%
April	232,282	234,785	1.1%
May	234,000	236,397	1.0%
June	235,717	237,392	0.7%
July	236,642	238,362	0.7%
August	238,446	238,054	(0.2%)
September	236,836	237,036	0.1%
END OF PERIOD	236,836	237,036	0.1%

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Transportation	8,176	8,646	5.8%
Air	5,850	6,100	4.3%
Eating & Drinking	10,035	10,590	5.5%
Hotel, Gaming & Rec.	209,865	208,590	(0.6%)
Retail	2,910	3,110	6.9%
END OF PERIOD (State)	236,836	237,036	0.1%

Tourism-related industries include hotel/motels, gaming, amusement and recreational parks, eating/drinking establishments, ground/air transportation and retail. Employee counts for the quarter represent the estimated number of people employed as a result of tourism as of September 30, 2001.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	1999	2000	PERCENT CHANGE
October	2,403,599	2,386,937	(0.7%)
November	1,721,371	1,546,290	(10.2%)
December	1,257,798	1,229,603	(2.2%)

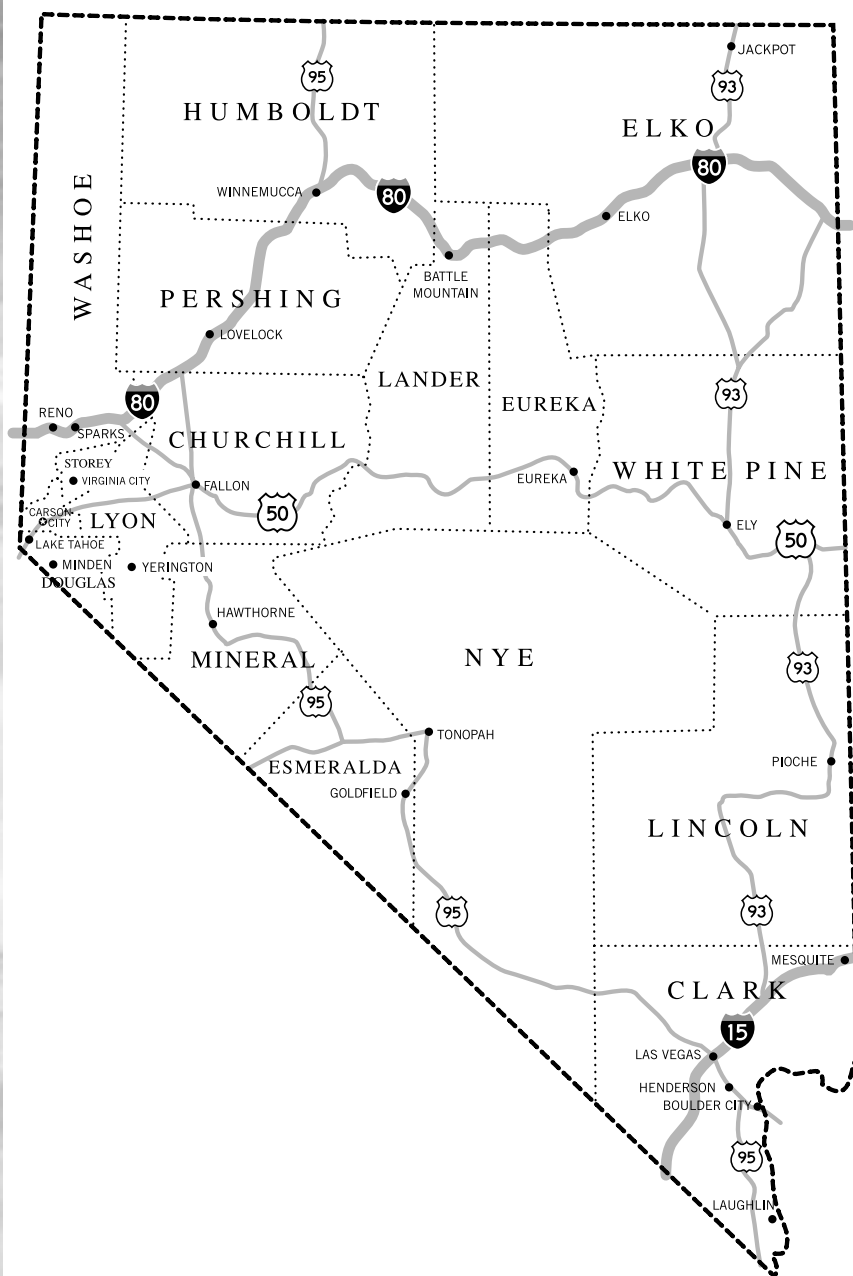
MONTH	2000	2001	PERCENT CHANGE
January	1,193,346	1,204,993	1.0%
February	1,328,266	1,246,594	(6.1%)
March	1,864,836	1,819,673	(2.4%)
April	2,589,969	2,338,136	(9.7%)
May	2,756,950	2,688,247	(2.5%)
June	3,545,492	3,089,170	(12.9%)
July	3,599,515	3,599,246	0.0%
August	3,420,961	3,590,299	5.0%
September	2,816,028	2,621,199	(6.9%)
TOTAL	28,498,131	27,360,387	(4.0%)

Third Quarter 2001 Area Highlights

AREA	2000	2001	PERCENT CHANGE
Nevada State Parks	1,379,639	1,287,695	(6.7%)
Great Basin Nat. Park	36,414	41,296	13.4%
Lake Mead Nat. Rec. Area	2,553,174	2,948,413	15.5%
Hoover Dam Visitor Center	370,117	316,263*	(14.6%)
Red Rock Canyon	115,737	118,825	2.7%
Grand Canyon Nat. Park	1,789,701	1,649,673	(7.8%)
Zion Nat. Park	967,871	828,521	(14.4%)
Bryce Canyon Nat. Park	741,075	686,760	(7.3%)
Death Valley Nat. Park	335,325	298,411	(11.0%)
Yosemite Nat. Park	1,547,451	1,634,887	5.7%
TOTAL (All Parks)	9,836,504	9,810,744	(0.3%)

*Hoover Dam was open with limited public access in select areas after September 11, 2001.

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.carson-city.org

Carson Valley Chamber of Commerce

1512 U.S. Hwy 395, Suite 1 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Eureka Opera House

P.O. Box 284, Eureka, NV 89316
775-237-6006 • Fax: 775-237-6040
www.co.eureka.nv.us

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadachamber.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brouger Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org